REMARKS/ARGUMENTS

These remarks are in response to the Office Action mailed on August 23, 2005. Claims 1, 2, 4, and 5 are pending in the present application. Claims 1, 2, 4, and 5 are rejected. Claims 1, 2, 4, and 5 remain pending. For the reasons set forth more fully below, Applicant respectfully submits that the claims as presented are allowable. Consequently, reconsideration, allowance, and passage to issue are respectfully requested.

Claim Rejections - 35 U.S.C. §102

The Examiner has stated:

> Claims 1 and 4 are rejected under 35 U.S.C. 102(b) as being anticipated by Ishida (U.S. Patent number 6,326,938 B1).
> Regarding claim 1, Ishida discloses a computer-readable medium (Figs. 3-9) containing programming instructions (Claim 18) for controlling brightness from a display unit, the programming instructions comprising:
> calculating a display brightness in a certain window displayed on a screen of said display unit (Figs. 5-9, col. 1, lines 60-67. col. 2, lines 1-15, Claim 18); and
> controlling said display unit so as to change said brightness of said display unit according to said calculated display brightness (Figs. 3-9, col. 1, lines 60-67. col. 2, lines 1-15, Claim 18)...
>
> Response to Arguments
> Applicant's arguments with respect to claims 1, 2, 4 and 5 have been considered but are moot in view of the new ground(s) of rejection.
> Despite applicant's disagreement, the examiner decides to provide new rejection as below. Other references have been incorporated to strengthen the examiner's position with respect to the computer-readable medium containing instructions for controlling brightness from a display unit.

Applicant respectfully disagrees with the Examiner's rejections. The present invention provides a method for controlling brightness from a display unit. In accordance with the present invention, the method includes calculating a display brightness in a certain window displayed on a screen of said display unit, and controlling said display unit so as to change said brightness of said display unit according to said calculated display brightness.

Ishida discloses a power consumption control that does not induce unnatural changes in

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brightness even when data causing an abrupt change in load ratio is input, and that can make the power consumption settle down to the desired value. The load ratio is calculated from data input to a display apparatus, and the load ratio is again calculated, this time backward from the present brightness value; if the difference between the two calculated values is greater than a threshold value, a new brightness value is calculated from the load ratio, and the brightness is set to the newly calculated value. Thereafter, the brightness is controlled based on measured power consumption values. (Abstract).

However, Ishida does not teach or suggest "calculating a display brightness in a certain window displayed on a screen of said display unit," as recited in independent claims 1 and 4. The Examiner has referred to Figures 5-9, column 1, lines 60-67, and column 2, lines 1-15, and claim 18 as teaching this step. However, Ishida does not teach "calculating a display brightness." Instead, Ishida teaches calculating a "screen load ratio," which is different from "brightness." Specifically, Ishida teaches that the screen load ratio is:

> calculated by taking a sum over all the subframes in accordance with the following equation (in the case of the ON/OFF state data, after calculating the ON ratio from the ON/OFF state data) (step 1002).
> $$(Load\ ratio)= \Sigma\{(ON\ ratio)x(brightness\ ratio)\}x100\%\ (1)$$
> where the brightness ratio is the ratio of the number of sustain pulses in each subframe to the total number of sustain pulses. Load ratio is 100% when the gray-scale level of every pixel is maximum (all ON), and 0% when the gray-scale level of every pixel is minimum (all OFF).

Nowhere does Ishida teach calculating a display "brightness" (i.e., luminosity). Ishida mentions a brightness "ratio" with respect to this calculation. However, Ishida defines brightness ratio as a ratio of the number of sustained pulses in each subframe to the total number of sustained pulses. Accordingly, while Ishida may teach a similar result of controlling brightness, Ishida accomplishes the controlling in a different manner that does not involve calculating a display brightness as in the present invention.

Furthermore, Ishida does not teach or suggest "controlling said display unit so as to change said brightness of said display unit according to said calculated display brightness," as recited in independent claims 1 and 4. The Examiner has referred to Figures 3-9, column 1, lines 60-67, and column 2, lines 1-15, and claim 18 as teaching this step. However, as described above, Ishida does not control screen brightness "according to said calculated display brightness" as in the present invention. Instead, Ishida controls screen brightness "based on the calculated load ratio and the measured power consumption."

Therefore, Ishida does not teach or suggest the combination of steps as recited in amended independent claims 1 and 4, and these claims are allowable over Ishida.

Dependent claims

Dependent claims 2 and 5 depend from independent claims 1 and 4, respectively. Accordingly, the above-articulated arguments related to independent claims 1 and 4 apply with equal force to claims 2 and 5, which are thus allowable over the cited reference for at least the same reasons as claims 1 and 4.
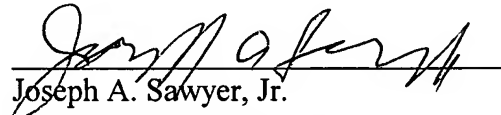
Conclusion

In view of the foregoing, Applicant submits that claims 1, 2, 4, and 5 are patentable over the cited reference. Applicant, therefore, respectfully requests reconsideration and allowance of the claims as now presented.

Applicant's attorney believes that this application is in condition for allowance. Should any unresolved issues remain, the Examiner is invited to call Applicant's attorney at the telephone number indicated below.

Respectfully submitted,

SAWYER LAW GROUP LLP

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Date

Joseph A. Sawyer, Jr.
Attorney for Applicant(s)
Reg. No. 30,801
(650) 493-4540